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Jim - Here's a new twist. Claude
J.T.

tive for South Carolina.

BUSINESS AND THE MEDIA

Strategists pushing state ballot initiatives to make English the official language seem to be backing off their earlier plans to attack corporations using bilingual advertising...

Anti Smoking Ref

Back in December, leaders of U.S. English -- the advocacy group pushing ballot initiatives to make English the official state language in both California and Florida -- were bluntly voicing plans to target the Spanish-language advertising of major corporations as divisive and unpatriotic. The Washington Times (1/2) quoted U.S. English's Washington director, Gerda Bikales, as saying that although the national group's prime focus was on getting English official-language status, she knew that local chapters were going after corporate advertisers and "we do not discourage them from doing that."

At that time, California U.S. English leader Stanley Diamond took aim at Spanish-language advertising and said it would be an issue in the group's 1986 ballot initiative campaign. "We object to Philip Morris or any other companies who are advertising in languages other than English," said Diamond. And Florida U.S. English chairman Terry Robbins said she planned to target corporations after focusing on getting the initiative on the ballot.

Since then, the organization's national and California leadership has noticeably retreated. The national organization, U.S. English, held a directors' meeting in California on Jan. 18-19 to clarify its position. Now it will not target corporations or attack advertising. The board passed a resolution as follows: "The constitutional amendment proposed by U.S. English seeks to establish English as the official language. Nothing in the proposed amendment prohibits the use of languages other than English in unofficial contexts: family communication, religious ceremonies, sports and entertainment, or private business."

At the state level, California's Diamond now tells B&PA that "We're not going to get involved in advertising. Constitutional issues were raised at our board meeting and we're going to concentrate on the government. We're devoting our energy and resources strictly to that issue." On the other hand, Florida's Terry Robbins told us that "in about six months, after we've gotten the signatures and gotten it on the ballot -- and I know we will because it's going well -- then I'll know about how we'll be targeting private enterprise."

BUSINESS AND SOCIETY

Major corporations have increased their charitable outlays since 1980, but not nearly enough to make up for the pull-out of the federal government from the social welfare sector...

That's the tenor of a survey of corporate giving just published by the Investor Responsibility Research Center and based on sampling 176 of the 340 largest publicly-held companies in the U.S. The collective data shows that these major corporations increased their giving from 0.66% of pretax earnings in 1980 to 0.95% in 1984. Nevertheless, corporate contributions as a percent of U.S. giving have remained roughly the same -- accounting for 5.1% of U.S. giving in 1984, down from 5.3% in 1980 (release, 1/17).

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FORTNIGHTLY

BUSINESS AND POLITICS

Concern about the implications of Gramm-Rudman is growing in the corporate community...

Constitutional decisions may yet moot these worries, but Gramm-Rudman's potential impact is forcing companies -- and national business strategists -- to anticipate new problems and external relations dimensions. In addition, recently organized coalitions -- pushing privatization, procurement reform and city-related tax provisions -- are also getting involved. And public affairs officials suggest that corporate state government relations -- already a major growth area -- is bound to receive yet another boost. Here's some of what's taking shape:

Corporate Public Policy Analyses of Gramm-Rudman's Impact: Beyond the defense industry, with its obvious stakes, other companies are also looking ahead. Several analyses are underway, with a major one at R.J. Reynolds most mentioned on the government relations grapevine. Dennis Durden, Reynolds' corporate director of public policy studies, tells B&PA he's doing an in-house analysis of the impact of Gramm-Rudman in particular as well as the general devolution of taxes, user fees and government authority to the state and local level. Says Durden: "Gramm-Rudman is very important as a 'Hey, wake up!' for business" on the whole subject of devolution, and "it's the quality of life subjects, programs and institutions close to the heart of most corporations, particularly the larger firms, that will be affected." Durden is canvassing other firms about how they're being affected by the new federalism and Gramm-Rudman, and he'd like information on "how other corporations perceive what's happened and what they're going to do" (R.J. Reynolds, P.O. Box 2059, Winston-Salem, NC 27102).

Defense/Government Contractors: Heavy federal contract exposure means problems. On the Pentagon front, Defense News (1/27) reports that a bipartisan coalition of House Budget Committee members are sending the Congressional Budget Office a list of weapons systems for possible elimination, and it's a truism that defense contractor lobbyists will have their work cut out for them. Similarly, a survey by the Washington Business Journal (1/27) of CEOs of Washington-area corporations active in the federal contracting area found a "curious mix of uncertainty, dread and hope." Virginia Littlejohn, executive director of the Professional Services Council -- heavy on defense analysis firms, think tanks and management consultants -- told the Journal "Our members have a real concern; Gramm-Rudman is an extreme step and it will have a very, very disturbing influence on their business." And zeroing in on government contractors in general, the two-year old Coalition to Stop Government Waste -- supported by individuals, not by corporations or trade associations -- contends that Congressional

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